

Dear Madam/Sir,

This application is in response to your advertisement for the position of **Communication Specialist**. This assignment matches my career interests and is compatible with my skills and experience.

My expertise cover development and implementation of communication strategies, media campaigns, PR, media management, content development, website & social media management, proofreading, editing, advocacy, media engagement, capacity building, research, media monitoring, public relations, social mobilization, project management, monitoring and evaluation of communication campaigns, information management, capacity building, IEC material, newsletter and event management. I am expert of copywriting, designing and dissemination of newsletter, annual report, factsheet, case studies, success stories and IEC material. I have excellent knowledge of audio / video production, script writing and content development for awareness material and for social media and website. I have carried out monitoring and evaluation of communication campaigns, capacity building and managed internal & external communications. I have done budgeting, developed and implemented work plans, public information campaigns, CSO's engagement, ToR and RFP development and technical and financial evaluations of advertising agencies. I have expertise in community mobilization, donor relations, proposals development and website, blogs, social networks and donor coordination. I have expertise in the implementation of DLIs and KPIs and have arranged number of press conferences and arranged extensive media coverage of national and international organizations including the World Bank.

I have strong working knowledge of the duties required of this position. In addition, I have acquired a solid reputation for professionalism and effective team communication as well as management skills. This background, combined with **my experience at ICRW Headquarters, Washington, DC, The World Bank supported National Social Protection Program (NSPP) of Benazir Income Support Program (BISP), Ministry of Poverty Alleviation and Social Safety Division, EHSAA Program, Pakistan Institute of development Economics (PIDE) CoE-CPEC, Ministry of Planning Development and Special Initiatives (MoPD&SI), DFID, The World Bank supported TESP project of Higher Education Commission (HEC), United Nations Development Program (UNDP) Electoral Support Program, European Union funded projects, Global Fund and USAID supported National TB Control Program, Governance Unit of UNDP, United Nations Children's Fund (UNICEF), Election Commission of Pakistan, Higher Education Commission (HEC), Federal Ombudsman, Federal Tax Ombudsman, Ministry of Health, Radio Pakistan, Daily Pakistan and the News International** has given me a unique perspective that would be particularly valuable in meeting the responsibilities of this position.

I was granted **International Fellowship by the United States Department of State** and have done **masters in Mass Communication**. I have done **Project Management, IT Management, Media Diplomacy and Communication Management** courses from **John Hopkins University USA, LUMS, IBA Karachi and have more than nineteen years of diverse experience**. If you are seeking a talented individual who stays abreast of his field, who understands technology and who is as career-committed as it takes to achieve total success, then please consider what I have to offer. I would be happy to have a preliminary discussion with you or members of your team to see if we can establish a mutual interest.

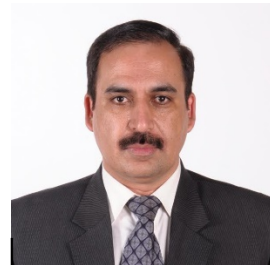
Thank you for your attention to these materials. I certainly look forward to exploring this further.

Sincerely,

Fazal Rehman Khan,
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House 18, Main Road, Margalla Town, Phase II, Islamabad

COMMUNICATION SPECIALIST

FAZAL REHMAN KHAN



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Education: Master in Social Science (Mass Comm) | International Fellow,
United States Department of State | Experience: 22 years |
CNIC: 37405-7994798-3 | Domicile: Punjab

EMPLOYMENT HISTORY

Communication Specialist

WORLD BANK supported National Social Protection Program (NSPP) of Benazir Income Support Program (BISP)

March 2020 to date

Designed media campaign for Ehsaas Emergency Cash Program and ensured its successful implementation across Pakistan. Managing social media, electronic and print media campaigns. Drafting press releases and ensure electronic and print media coverage of different World Bank supported components of BISP. Drafting IEC material to create awareness amongst BISP beneficiaries. Successfully implemented information campaigns for awareness of beneficiaries for collection of tranche payments. Implemented Public Information Campaigns (PICs) for enrollment of new beneficiaries under NSER Survey and Kafaalat. Drafted targeted Public Information Campaigns (PIC) and implementation plans. Updated communication strategies of Wasela-e-Taleem, NSER, NSPP and BISP communication and community engagement strategies. Drafted progress review report of Media, Communication and Outreach wing for the annual report of BISP. Providing technical support in the implementation of DLIs and KPIs. Developed content for IEC material, advertisements, SMS campaigns, social media and quarterly newsletter. Monitored electronic, print and social media and ensured preparation and dissemination of daily media monitoring reports. Convened media and communication unit meetings with World Bank Group Task Team.

Strategic Communications Specialist / Head of Media

Pakistan Institute of Development Economics (PIDE), Centre of Excellence for CPEC

October 2018 to March 2020

Drafted communication strategy and ensuring its implementation. Drafted university/college visit strategy for youth engagement and ensuring its implementation. I am developing and editing content for website, social media and quarterly magazine. As a director of media and communication unit I am ensuring media coverage of events, managing social media and drafting and disseminating daily CPEC media brief. Collecting data and identifying beneficiaries for success stories. Drafting and sharing achievements and success from the field. Evaluation of communication activities to ensure their alignment with communication strategy and project work plans.

Consultant Communications

United Nations Development Program (UNDP)

April 2018 to July 2018

Identified beneficiaries and written success stories. I have ensured implementation of communication and awareness campaigns. I have drafted information, Education and

communication (IEC) material. I am visiting different districts of Khyber Pakhtunkhwa to conduct interviews of beneficiaries and writing success stories and progress reports. I have done copy writing for the website of UNDP and social media. Regularly monitoring and evaluating communication activities and ensuring their alignment with communication strategy and project work plans. Field visits for audio/video documentation and drafting success stories as per UNDP communication strategy and guidelines.

Deputy Advisor Media & Communications

Federal Tax Ombudsman

June 2016 to October 2017

Implemented outreach and communication project of FTO. As a team lead I have managed project, monitoring and evaluation, stakeholders coordination, capacity building of national staff, development and implementation of work plans, financials, trainings and awareness sessions at national and eight regional offices, event management, report writing, editing, community engagement, social mobilization, information management, advocacy, research, media management, public relations, social mobilization, concept notes, contract management, administration of project funds and implementation of capacity building initiatives across Pakistan. Implemented and monitored project activities and drafted monthly progress reports. Developed ToRs for the hiring of advertising agency and conducted technical and financial evaluations. Managing advocacy, communication, media and social mobilization activities across Pakistan. Liaison with Government departments, donors and NGOs. Drafted and disseminated newsletters and IEC material for public awareness and stakeholder's engagement.

International Fellow

United States Department of State, Washington, D.C USA

Spring 2017

I was granted Professional Fellowship by the United States Department of State and got the opportunity to attend number of professional trainings and conference of different think-tanks. Gained an understanding of US government, the legislative process, role of civil society, role of women, minorities, and marginalized populations in civil society, poverty eradication, youth engagement, development and strengthening of NGOs and civil society. Explored governance principles and practices in both public and civil society institutions in the U.S. Learnt about the implementation mechanism of development projects in Pakistan to promote good governance, strengthen civil society, and support poverty reduction and grievance redress mechanisms.

Policy and Advocacy Fellow

International Center for Research on Women (ICRW), Headquarters, Washington, D.C USA

May 2017

Provided technical assistance to ICRW's Headquarters and its communication departments. Worked on information gathering and research on domestic and global policy and advocacy process relevant to U.S government, United Nations, G7, G20, and other relevant forums. Participated in advocacy and communication team sessions. Learned about U.S. governance and political process and governance principles and practices in both public and civil society institutions in the U.S. Gained deeper understanding of U.S. society, culture and best practices in the field of media and communication. Attended trainings and seminars that were important to my career and to ICRW's policy and advocacy. Participated in advocacy and communication team meetings. Ms. Spogmay Ahmed, Global Policy Advocate trained me on the development and implementation modalities development sector projects to promote women rights, good

governance and civil society engagement. Ms. Lyric Thompson, Senior Director of Policy and Advocacy and her team helped me to learn from global best practices in the field of policy and advocacy and helped me to learn from other Washington based thinktanks through attending seminars and conferences. They convened my meetings with ICRW leadership that helped me to gain an understanding of ICRW and its different initiatives.

Communications Consultant

DFID supported Palladium International and SF

January 2016 to June 2016

I have drafted health advocacy kit for DFID supported Palladium International and have conducted research on grievance redress mechanism of Punjab and Khyber Pakhtunkhwa (KPK) including Right to Information Commission, CM Complaint Cell, Local Government System. Provincial Ombudsman, Health Care Commission and Right to Services Commission. Drafted Health Advocacy Kit and identified grievance redress mechanisms for the implementation of DFID's health advocacy project to promote citizen facilitation and engagement to improve public services.

Strengthened corporate communication of SF to build corporate identity of SF in Pakistan. Strengthened internal and external communication through mix channel approach and by using social media and smart phone applications i.e. WhatsApp Viber and imo. Write-ups for newsletters, IEC and advocacy material. Research for the development of advocacy content. Launched internal and external public relations drive to create good will of the organization. Implemented advertising and outreach campaign. Coordination with field offices for the collection of news updates. Preparation and dissemination of health news updates. Managed advocacy, communication and social media. Revamping of website and up gradation of web content. Developed and disseminated advocacy material and success stories. Coordinated with donor agencies for the fundraising. Developed advocacy kit for DFID project.

Communications Specialist

WORLD BANK supported TESP Project of Higher Education Commission of Pakistan (HEC)

February 2014 to December 2015

Coordinated research for the baseline study for the development and implementation of public relations, media and communication strategy and provided support in the need assessment of public sector HEIs. Launched different initiatives to build corporate identity of HEC and World Bank initiative. Carried out media monitoring, public relation campaigns and arrange media coverage. Managed public relations and media management trainings for the capacity building of public sector universities. Copywriting for newsletter, annual report, factsheet, case studies, success stories, review reports and IEC material. Event management and media coverage. Drafted RFP and ToR for the hiring of advertising agency and conducted their technical and financial evaluations. Managed media coverage of the project activities, HEC and World Bank and managing public relations campaign. Working on student coalition networks and managing database of universities students for the prompt communication purpose through internet and sms. Initiated student mobilization activities in different universities. Proofreading editing designing and dissemination of research studies. Coverage of training activities and support in event management. Compilation and editing of HEC's Annual Reports. Arranged and participated as trainer and resource person in number of training programs to build capacity of public sector universities and HEC.

Elections Officer**United Nations Development Program (UNDP), Country Office Pakistan**

October 2013 to February 2014

Managed Civic and Voter Education component. Managed the social media and developing election news update on daily basis. Developing factsheets on provincial election laws. Developed women candidates training manual. Convened trainings of security professionals and developed IEC material on electoral security. Drafted comparative analysis of local government laws. Development and technical evaluation of bids for the hiring of CSOs and media firms. Providing technical support to the Election Commission of Pakistan. Preparing thematic reports on local government election results. Working on the monthly newsletter of ECP and managing its contact and designing. Drafting and designing voter education and information material. Coordination, cooperation and sharing information with other stakeholders working on electoral assistance and reforms.

Free and Fair Election Network (FAFEN/TDEA)**Media and Advocacy Officer**

January 2013 to October 2013

Convened advocacy meeting with general secretaries of political parties. Organized university information sessions and seminars across Pakistan to create awareness about the functions of parliament and to generate demand for parliamentary reforms. Carried out monitoring of electoral process. Drafted the concept paper for weekly election forum on election related issues and organized election forums. Monitored media and drafted daily election updates. Organized advocacy meeting and election forums with stakeholders on election related issues. Organized consultative sessions across Pakistan to sensitize youth, women and minorities about their role in democracy and parliament. Organized ten consultative sessions with students of different universities across Pakistan for youth engagement. Prepared a comprehensive media and politicians list for the media and advocacy purpose and integrated the list with the MIS of FAFEN for the mass dissemination of election related information. Liaison with member organizations and stakeholders and social media management.

National Manager Communications (ACSM)**Global Fund and USAID funded National TB Control Program**

February 2012 to December 2012

Managed social mobilization, community engagement, coalition networks, media and communication campaigns across Pakistan. Monitored project activities and provided technical support to field staff. Provided technical support to provincial coordinators, media officer, advocacy officer and monitoring and evaluation officers at national level for the smooth implementation of project activities. Drafted monthly, quarterly and annual financial and work plans. Managed field monitoring visits of support staff. Advocacy, audio/video production. Organized seminars, press conferences and social mobilization activities. Managed social media and drafted annual reports, newsletters, brochures, flyers, case studies, and success stories and documentaries scripts. Provided support to the provincial offices on media management and advocacy on TB. Designed corporate identity kit, presentations and audio/visual materials. Managed events, PR campaigns, awareness sessions, media relations and STB's visibility. Organized patient empowerment workshops, interpersonal communication workshops, community coalition meetings and key advocates trainings in different parts of the country. Carried out technical and financial evaluations for the hiring of PR firm and advertising agency. Organized seminars, press conferences on World TB Day. Content development for special supplements. Successfully implemented monthly, quarterly and annual work plans.

Communication Officer

**United Nations Development Programme (UNDP), Governance Unit project
Federal Ombudsman Secretariat.**

February 2011 to February 2012

Drafted press releases and managed press conferences and media coverage. Engaging CSOs and drafted ToR and RFP development and conducted technical and financial evaluations. Designed, developed and disseminated newsletter, pamphlets, and brochures and other project material. Drafted reports and IEC material. Website development and its designing. Developed and implemented quarterly work plans. Management of PR activities. Worked with CSOs/NGOs to create awareness about the role and services of the institution. Drafted newsletter, pamphlets and advertisements. Liaison with Government line Ministries UN line agencies and concerned Implementing to develop effective linkages for the achievement of programme objectives. Streamlining, maintaining regular liaison and lobbying with media as well as designing of awareness campaigns, in print and electronic media. Managed editing and designing of reports and project documents. Launched Civil Society Organizations (CSOs) and Civil Society Advisory Committee initiatives to raise awareness. Drafted Expression of Interest (EOI), Terms of Reference (ToR) and Request for Proposal (RFP) for the hiring of Advertising/PR agencies and Civil Society Organizations. Drafted and implemented communication strategy of the project.

Communication Officer

**United Nations Children's Fund (UNICEF) project
Federal Ombudsman Secretariat**

August 2009 to February 2011

Designing and production of newsletter, pamphlets and advertisements. Drafted translated and edited child friendly version of UNCRC. Organize interviews on FM radio stations, television channels and newspapers to raise awareness about CCO. Arranged more than 1100 press clippings, features and interviews in press and effectively used new media for the dissemination of information ([http://www. www.facebook.com/CCO.Pakistan](http://www.facebook.com/CCO.Pakistan)). Launched school visit and child rights club initiative to disseminate information through interpersonal communication. Preparation and implementation of quarterly work plan. Close coordination with media persons and advertising agency. Manage awareness rising interviews, features, documentaries and news stories in print and electronic media. Mass-mailings, PR, budgeting, creating blogs and communities on web for dissemination of information. Designing of website and production of digital contents. Excellent practical knowledge on internal and external communication. Excellent advocacy and campaigning skills. Event management and dissemination of information. Initiate and maintain contact with the media, preparation of reports, briefs, bibliographies, speeches, presentations, Web site content and press releases, Develop and organize workshops, meetings, ceremonies and other events for publicity, fundraising and information purposes, gather, research and prepare communications material answer written and oral inquiries. Production of electronic, printed and audio-visual materials, as needed, for internal/external dissemination. Close coordination with print and electronic media representatives and journalists. Website development, its designing and web material and designing of website. Successfully conducted many seminars for public awareness.

Pakistan Television Corporation

Producer Programs

February 2006 to August 2009

I have produced news and current affair programs, civic and voter education programs, discussion programs, social development, public service spots, travelogues, women and youth shows, infotainment programs and produced documentaries on different social, development and political issues. Produced election transmissions. I produced peace telethon transmission for Pakistan Television Corporation in collaboration with Voice of America (VOA) Afghanistan Television and an Indian Television channel to promote peace in the region and to promote peace amongst different nations. Skilled in Mini DV cams, HD, Beta cam, XD Cam & DVC Pro, I have experience in several areas of television production i.e. visualizing, researching, scripting, planning, editing, interviewing, booking, writing, directing, location scouting, shooting & selecting music & graphics for all projects. Supervising editing sessions for final draft of videos and execution of policy of the organization. I am expert in event management and produced lot of mega live shows. I manage daily operations of media and managing nonlinear and linear editing, digital, multimedia production, lighting and camera work. I have good experience of indoor and outdoor production and good at carrying out all steps of advertisement, production, communication from execution of idea to scripting and production of final product. I have excellent grip on all technical equipment and their use. Produced number of national/international level programs/documentaries on development sector and social issues.

Radio Pakistan (Pakistan Broadcasting Corporation)

Producer

September 2003 to February 2006

Got appreciation latter on excellent drama production, Worked as producer Civic and Voter Education programs and produced election telethon transmissions. Produced youth programs and managed outdoor broadcasts based upon the national & international level events. Exclusive interviews of dignities and seasoned personalities of different fields of life. Produced number of studio based and live programs i.e. features, documentaries, dramas, live shows and participated in that programs as anchor, host, talker and reporter. Management of the daily operations of production i.e. budgeting, talent hunt, research and script editor. Also worked at different occasions as Reporter, Script Writer (Urdu), Anchor and Program Host. Live coverage from Baagh and Rawlakot at the eve of 8th October earthquake in Pakistan.

Daily Pakistan

Sub-Editor

December 2000 to February 2002

Coordinated with correspondents and bureaus to obtain news content for publication. Set layout and design of newspaper and reviewed placement of edited script/visuals. Improved layout and content quality by focusing on social and human rights issues.

Journalist for Democracy and Human Rights

Research Assistant

January 2000 to June 2000

Collected data for N.G.O Journalists for Democracy and Human Rights (J.D.H.R) for their project on Trafficking in Women and Children and conducted several interviews of victims. Execution of policy to prevent trafficking in women and children. Meetings with the govt officials and visits of different villages of Distt Rawalpindi for collection of data and to conduct interviews of victims. Monitoring the situation and presentation of role model for sustainable development of children and women.

The News International**Internee Sub-Editor**

August 2001 to December 2001

Learned news editing and analysis from seasoned journalists. Coordination with correspondents and reporters to learn news gathering, reporting and editing. Edited number of news stories for the daily edition of English newspaper.

EDUCATION

Master in Mass Communication, University of Arid Agriculture Rawalpindi 1999 - 2001

Professional Fellow, United States Department of State, Washington, D.C Spring 2017

Membership in Professional Associations:

Member, International Fellows Selection Committee, US State Department

Alumni, United States Department of State

Member, Pak-US Alumni Network

International Courses and Workshops Attended at Washington, D.C

- 1- Cultural Diplomacy to Tackle Today's Global Challenges from Johns Hopkins University
- 2- Media and Arts for Peace Launch from United States Institute of Peace
- 3- Media and Civic Engagement from National Endowment for Democracy
- 4- Professional Fellows Congress from American Council of Young Political Leaders
- 5- The Importance of Broadband in Building Smart Communities from National City County Leadership Center
- 6- Energy for development in a climate constrained world from Centre for Global Development
- 7- Preventing the Next Pandemic from Centre for Global Development
- 8- India, Pakistan and South Asia's New Geopolitics from United States Institute of Peace

Professional Courses

- 1- Certificate in Communication Management from Lahore University of Management Sciences (LUMS)
- 2- Certificate in Project Management for Senior Managers from Lahore University of Management Sciences (LUMS)
- 3- Certificate in IT management from Institute of Management Sciences, Peshawar
- 4- Certificate in Leadership and Change Management for Institute of Business Management (IBA) Karachi
- 5- Certificate in Leadership and Cultural Change from Lahore University of Management Sciences (LUMS)
- 6- Two month Website development course from Common Wealth Broadcasters Association (CBA), UK.
- 7- Certificate in 'Basics of News and Current Affair Production', from Pakistan Television Academy Islamabad. In the
- 8- Certificate in broadcast production from Pakistan Broadcasting Academy Islamabad.
- 9- Two months distant learning course on Reporting Women Issues from British Broadcasting Corporation (BBC) and Common Wealth Broadcasting Association (CBA)
- 10- Islamic Orientation Program from Dawah Academy International Islamic University

Islamabad

11- Certificate in Basic Security in the Field from UNDSS

12- Certificate in Active Citizen Pakistan Program. Interaction Pakistan “Consultative and Visioning Sessions” from British Council Islamabad.

13- Certificate course on ‘Monitoring and Evaluation’ from the Global Fund.

14- DSLR photography training from Nikon School Pakistan.